

## Renewable World Job Description

<b>Job title:</b>	<b>Senior Communications Officer</b>
<b>Location:</b>	Brighton (currently WFH but usually office based)
<b>Salary:</b>	Band 4B (£25,000-£30,000) per annum full time. We will consider four days a week
<b>Start:</b>	ASAP
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Director of Fundraising & Communications

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### Purpose

- Support the development and delivery of an inspirational Communications Strategy and Plan for Renewable World, working closely with the UK team in Brighton and teams in Nepal and Kenya.
- Sourcing and curating compelling programmatic and fundraising content for on-and off-line channels.
- Developing and publishing communications content across Renewable World's social media channels, website and e-news.

### Main duties and responsibilities

#### ***Communications Strategy Development***

Working closely with the Director of Fundraising & Communications, key members of staff in the UK and globally, and with the Fundraising and Communications Committee, support the development and delivery of a coherent, inspirational communications strategy and workplan for the next three years.

This will include:

- Coordinating the communications input into Renewable World's new strategy.
- Achieving goals and monitoring progress against clear Key Performance Indicators for communications.
- Help us raise our national and global profile and development the brand.

#### ***Communications Strategy Delivery***

Working with relevant colleagues across the organisation, ensuring the Communications Strategy and workplan is delivered to achieve our communications goals. This will include:

- **Sourcing programmatic content:** liaising with the regional teams in Nepal and Kenya, and Grants and Impact Manager to curate information, images and case studies to be featured in our external communications with key audiences.
- **Content creation and audience interaction:** leading on the plan for creating compelling content about our programmes and campaigns including project stories, news articles, publications such as the Annual Review and video content. Also for on-and offline platforms including social media, website and e-newsletters. Proactively engaging with relevant and influential organisations and individuals on social media.
- **Digital platform management:** Leading on the development and management of our platforms such as the website (Wordpress), e-communications (Mailchimp) and social media platforms.
- **Digital Marketing:** leading on the development of digital ad campaigns (e.g. Facebook ads, Google AdWords) and SEO.

## Person Specification

### Knowledge, experience, skills and competences

#### *Essential*

- At least three years' experience of working in a hands-on communications role (ideally within the charity sector).
- Experience of developing and/or implementing a communications strategy and plan.
- Strong communication skills and the ability to develop and deliver an engaging Communications Strategy and workplan.
- Experience of creating engaging and compelling communications and the ability to adapt content for a range of different external audiences.
- An excellent eye for detail and deadline focused.
- Highly organised with excellent coordination skills.
- Excellent IT skills across Microsoft Office.

#### *Desirable*

- Experience of working in an international organisation with multi-country offices.
- Experience of using WordPress, the Adobe suite, Salesforce and Mailchimp.
- Experience and track record of managing and growing social media presence across a variety of platforms and in developing audience specific content.
- Experience of analytics tools and using insights to inform communications.

### Attitude and approach

#### *Essential*

- Determination and imagination to lead and implement an inspirational communications strategy.
- Positive, "can-do" attitude.
- Strong team player.
- Passionate about the work that Renewable World does to help people out of poverty.

### Qualifications

#### *Desirable*

- Degree in Marketing and Communications.